

Hello *(insert name)*,

I am a huge fan of the *(insert company name)* brand, and am excited to have this opportunity to express my interest in the *(insert position title)* position. My greatest strength is my ability to understand both external consumer and internal operational needs and behaviors, and to then develop innovative solutions to improve brand awareness, sales and service delivery.

I have 12+ years experience with leading both E-Commerce and E-Business operations, including extensive management of site merchandising, design and production. Several of the sites set new industry standards, and were honored with both industry-related and web marketing awards. However, in the Web 2.0 era, a great site is merely the start. The next step is effective messaging to the consumer that gets them to the site. To achieve that goal, I leverage my SEO, Social Networking and traditional Marketing expertise to take the brand to the target consumer where they live on the web. The result is increase brand awareness, increase site traffic and increased purchase conversions.

Attached is copy of my resume detailing my education and experience. My salary requirements are dependant on the details and potential of the opportunity. I look forward to the prospect of discussing *(insert company name)*'s needs.

Sincerely,